



FOR IMMEDIATE RELEASE

**APPLICATIONS NOW BEING ACCEPTED FOR THE 2017-2018
BERLACK/ASTLE MEMORIAL FAST SKIER AWARD**

BRADFORD, VT. November 30, 2017: World Cup Supply, Inc. and 1to3go are pleased to announce the opening of the application period for the 9th Annual Berlack/Astle Memorial Fast Skier Award. This season the application deadline will be April 1st 2018 with the recipients announced in early May. We encourage all coaches, program directors and academy headmasters to encourage their U16 athletes to apply.

Both Ronnie Berlack and Bryce Astle achieved notable success in racing and were likely on their way to becoming full members of the US Ski Team. Like most, their success was a result of hard work, countless hours of training and a desire to be the fastest athlete on the hill on any given day.

The most recent Berlack/Astle Awards went to Ski & Snowboard Club Vail's Kaitlyn Harsh and Matthieu Côté from the Northwood School in Lake Placid. We were proud to recognize their qualities on and off of the hill last year.

As with prior years, the Berlack/Astle Award will recognize dedication, talent, skill, personal integrity and a passion for ski racing. Academic achievement and community involvement remain important factors in the selection process as well. Once again two awards will be offered, one each to a deserving male and female alpine ski racer, U16 athletes during the 2017-2018 season, who exhibit the personal characteristics required for success both on and off the hill. Each winner will receive a minimum cash prize of \$1,000 and an assortment of 'Swag' donated by our participating sponsors including POC and Nordica.

Brad Williams: *"It's important to keep the spirit of Bryce and Ronnie alive and the award is a fitting way to do that. Ski racing can make great kids, but great kids make ski racing. We look for great kids on and off of snow. We hope to be able to increase the amount of the award again this year through an online auction of some pretty cool World Cup swag. (www.ebay.com/usr/junioralpinescholarship) We see it as a way for the community to be a part of the support we provide these great kids."*

"The mission with the Berlack/Astle Fast Skier Award always remained consistent over the past 8 years, to continue to support a grassroots program starting with highly motivated and engaged U16 athletes as they work towards the US Ski Team and possible Collegiate, World Cup and Olympic level competition." notes Barry Levinson co-founder of the Award. *"The support we also receive from many US Ski Team athletes and suppliers such as Mikaela Shiffrin and Atomic who both generously autograph and supply a wide variety of products for our annual eBay auctions which start this December continue to help advance the value of the Award."*

Interested U16 athletes may find the application by visiting: www.junioralpinescholarship.com.

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Founded in 1991, World Cup Supply is a respected supplier of ski racing, ski area and event supplies. Located in Bradford, Vermont the company is the exclusive North American distributor of the SPM line of hill supplies for alpine ski racing, resorts and events. www.worldcupsupply.com

1to3go is a consultancy started by Barry Levinson, founder of SYNC Performance and SRD/Ski Racing Development. 1to3go provides a variety of marketing and creative services to the ski and outdoor industries. www.1to3go.com

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